THE NEW YORK TIMES, SATURDAY, JULY 21, 1973

A.B.C. Officials Visiting China; Hope to Set Up a News Bureau

By LOUIS CALTA

Leonard H. Goldenson, board chairman of the American Broadcasting System, Inc., and Elmer W. Lower, president of A.B.C. News, entered the People's Republic of China yesterday for a three-week "working tour" of five major cities — Peking, Canton, Shanghai, Nanking and Hangchow.

The two A.B.C. officials, who are visiting China under the auspices of China's Radio Television Committee, will meet with key officials in each city "to discuss matters of mutual interest."

An A.B.C. spokesman said that Mr. Goldenson and Mr. Lower entered China from Hong Kong, where they had been staying for the last two days.

In a statement released here yesterday, Mr. Lower said that he and Mr. Goldenson hoped to broach the subject of eventually establishing a full-time A.B.C. news bureau in China.

Nixon Visit Noted

Mr. Lower also noted that "in the interest of improving relations between the peoples of the two nations and expanding the cultural exchange which has been proceeding since President Nixon's 1972 official visit, we will be examining the similarities and differences in our radio and television broadcasting operations, and studying the possibility of news exchanges between the United States and the People's Republic."

The A.B.C. executives are being accompanied by their wives, who plan to meet with women's organizations for the purpose of discussing "cultural affairs programs." Also participating in the visit are Mr. and Mrs. Desmond Wong. Mr. Wong has served as an A.B.C. News film editor for the last 14 years.

William S. Paley, board chairman of the Columbia Broadcasting System, Inc., and Gordon Manning, senior vice president of CBS News, also visited China last April at the invitation of the Chinese Government. As a result, C.B.S. has a crew in Shanghai working on a documentary film. The crew is headed by Irv Drasnin.

A C.B.S. spokesman said that Mr. Paley and Mr. Manning had also discussed the possibility of a CBS News bureau in China, but that no decision on the matter had been made by the Chinese.

The National Broadcasting System, according to a spokesman, has been negotiating for many months with the Chinese for regular news coverage out of Peking.

A trip to China by Julian Goodman, president of N.B.C., and Richard Wald, president of N.B.C. News, is in prospect, the spokesman said.

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"THE MEDIA AND HUMAN RIGHTS: CHINA"

with

Richard Bernstein
United Nations Correspondent
The New York Times

Irv Drasnin
Independent Producer,
Director and Writer

Liang Heng
Co-Author
"Son of the Revolution"

Judy Shapiro
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Wednesday, March 21, 1984
9:30 until 11:30 a.m.

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May 15, 1981

Mr. Irv Drasnin
180 East 79th Street
New York, New York 10021

Dear Mr. Drasnin:

On behalf of the membership and board of trustees of the International Council of Mid-Ohio, I express our sincere gratitude to you for your assistance and support in presenting the recent symposium: "United States and China: Media Images." I have received many favorable comments concerning the presentation and am pleased that the Council was able to participate.

Under separate cover, I am enclosing a copy of my book entitled External Debt of Developing Countries: Its Application to Country Risk Analysis. I hope you enjoy reading it.

recvd

Again, thank you for your cooperation, and please feel free to call upon me if I may be of assistance to you in any way.

Sincerely yours,

Zuheir Sofia
President

AZS:et

Lucille Curtis
Int. Council of Mid Ohio
50 W. Broad St.
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43215

U.S. MEDIA AND CHINA

A PUBLIC FORUM
MAY 6, 1981

REPORTING ON CHINA

Panel Discussion
Journalism Building - Room 106
242 W. 18th Avenue
The Ohio State University

8:30 a.m.	Coffee	
9:00	Opening Remarks and Introduction of Morning Panel, **Walter Bunge,** Director, School of Journalism, The Ohio State University.	
	Panel Discussion	
	Panel Moderator:	**Paul Underwood,** Professor of Journalism, The Ohio State University.
	Panel Members:	**Irv Drasnin,** Professor of Communication, Stanford University, formerly producer, CBS NEWS.
		David M. Lampton, Professor of Political Science, The Ohio State University.
		Paul Schroeder, Owner and Operator, Capitol News Service, Columbus, Ohio.
		Yao-wei, Fellow, Woodrow Wilson Center for International Studies, Smithsonian Institution, formerly Press Officer, The Foreign Ministry, The People's Republic of China.
10:30	Panel and Audience Discussion.	

CHINA AND THE UNITED STATES: MEDIA IMAGES

Luncheon
The Christopher Inn
300 E. Broad Street

12:00	Luncheon and Panel Discussion	
	Panel Moderator:	**Diane Duston,** Vice President, Mid-Ohio Chapter, Society of Professional Journalists.
	Panel Members:	**Irv Drasnin** and **Yao-wei.**
12:40	Panel and Audience Discussion.	

MISUNDERSTANDING CHINA

Film and Discussion
The Ohio Union-Ohio A&B
1739 N. High Street
The Ohio State University

3:00	"Misunderstanding China", 1972. Written and Produced by **Irv Drasnin,** formerly of CBS NEWS. An historical review of American attitudes toward China, drawn from Hollywood films and newsreel footage.	
4:00	Panel Discussion.	
	Panel Moderator:	**Dale Willman,** Broadcast Manager, Office of Communication Services, The Ohio State University.
	Panel Members:	**Irv Drasnin** and **Yao-wei.**
4:30	Panel and Audience Discussion.	

ABOUT THE PROGRAM

This program, which includes three panel discussions and a film presentation, will provide Mid-Ohioans with a unique opportunity to explore the nature of mass media coverage of The People's Republic of China, the most populous nation on earth. Included during the day will be discussion of the problems faced in providing accurate coverage of a nation as diverse as China and of the problems faced when attempting to evaluate that coverage. Such an evaluation is particularly timely as ties between China and the United States grow both in strength and in number.

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Problems And Perceptions
May 6, 1981

U. S. MEDIA
AND
CHINA

ABOUT THE SPEAKERS:

IRV DRASNIN is currently a Professor of Communication at Stanford University. From 1961-1980 he served in various capacities with CBS NEWS including, from 1963-68, as a producer for the "CBS Evening News with Walter Cronkite" and as a producer-director-writer of documentary films from 1968-80. His films include: "After Mao", "Inside the Union", "Shangai", "The Guns of Autumn", and " Misunderstanding China". Mr. Drasnin is currently the Co-chairman of the China Council of the Asia Society.

YAO-WEI is currently a Fellow with the Woodrow Wilson Center for International Studies. Joining the Chinese Revolutionary Army near the end of the Chinese Civil War, Mr. Yao served in the Korean War as a junior officer. From 1953-80 he served, in various capacities with the Chinese Foreign Ministry, most recently in the Ministry's Press Division.

DAVID M. LAMPTON is currently a Professor of Political Science at the Ohio State University. In June, 1979 he accompanied Health, Education, and Welfare Secretary, Joseph Califano, to The People's Republic of China.

PAUL E. SCHROEDER is the owner and operator of Capitol News Service which covers state government for several Ohio daily newspapers. In July, 1979 he covered Governor James A. Rhodes' trade mission to The People's Republic of China for **The Youngstown Vindicator.**

PAUL UNDERWOOD, Professor, School of Journalism, The Ohio State University. Formerly **New York Times** foreign correspondent, Eastern Europe.

DIANE DUSTON, Vice-President, Mid-Ohio Chapter, Sigma Delta Chi. Currently News Editor, **Associated Press,** Columbus, Ohio.

DALE WILLMAN, Broadcast Manager, Office of Communication Services, The Ohio State University, with six years of experience in radio news.

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"CHINA AND THE UNITED STATES: MEDIA IMAGES"

Question and Answer Session will follow

The panel will focus on how American attitudes towards China, both past and present, have been influenced by the American media and vice versa. The question of the effect of the media will be viewed from the perspective of an American broadcast journalist, and of a Press Officer, the Foreign Ministry, the People's Republic of China.

Irv Drasnin, producer and director for CBS Television News, was one of the few American journalists to report from the People's Republic of China, where he spent three months filming CBS Reports: "Shanghai." Earlier, he produced and wrote the CBS New Special "Misunderstanding China." At present, he teaches at Stanford University.

Yao-wei has served in the Chinese Foreign Ministry for a number of years. Most recently, he was Press Officer for the Foreign Ministry in the People's Republic of China. Currently, Yao-wei is a research fellow, Woodrow Wilson Center, Washington D. C.

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